

Government of India
Ministry of Finance
Department of Financial Services
Lok Sabha
Unstarred Question No. †3104

Friday, January 05, 2018/Pausha 15, 1939 (Saka)

Life Insurance Products

†3104. SHRIMATI NEELAM SONKER:

Will the Minister of FINANCE
be pleased to state:

- (a) whether the Government has laid down new norms to make Life Insurance products easy and customer friendly and if so, the details thereof; and
- (b) whether any time limit has been fixed for compliance of these norms and if so, the details thereof?

Answer

Minister of State in the Ministry of Finance
(Shri Shiv Pratap Shukla)

(a) and (b): Insurance Regulatory and Development Authority of India (IRDAI) has informed that in order to give an added fillip in providing easy access to Life Insurance Products to people at large and to enhance insurance penetration and density, Guidelines on Point of Sales (POS) were issued on 9th November 2016. As per the said Guidelines, 'Point of Sales (POS) Product' means simple plain vanilla type of product wherein each and every benefit is predefined and disclosed upfront clearly at the time of sale itself and is very simple to understand. The four categories of products offered under POS – Life Insurance are as given under:

- i. Pure Term Insurance Product with or without return of premium
- ii. Non-linked Non-Participating Endowment Product (Money back feature also allowed)
- iii. Immediate Annuity Product
- iv. Any other product/product category, if permitted by the Authority.